

Herald INTERNATIONAL Tribune

Real Partners for NATO

With the wreck of Yugoslavia still smoldering on its doorstep, you might think that NATO, which let it happen, was a declining, discredited organization.

purpose of NATO. It is what the American proposal for limited NATO "partnership" with other European nations is about.

Standing Down in Somalia

President Bill Clinton was right to order last week's withdrawal of 750 Army Rangers from Somalia, calling off their no-win hunt for a hostile local warlord.

correctly described as a "stand-down position." The first fruit of the changed approach was the release of Chief Warrant Officer Michael Durant, the American captured by General Aidid on Oct. 3.

Just Make Good Movies

One of the more colorful sub-fights to the huge GATT trade negotiation is the one being waged between American movie and television producers and their European counterparts.

the old issue that French intellectuals like to call "Coca-Colonization," the fact, irritating beyond measure to European governments, that American movies and television programs enjoy huge and continuing international popularity.

Other Comment

Europeans Want America
America has sealed back its commitment to European security, as its refusal to get involved in Yugoslavia has shown.



What's the Purpose of This Week's Euro-Summit?

BRUSSELS—Brussels is to host a "special" summit of European Community leaders on Friday.

scribes the destination the Community wants to reach but is definitely not a road map. It offers little or no help to a Community that has lost its way.

By Giles Merritt
to put a question to a witness without already knowing the answer, for politicians and diplomats it is never to leave negotiations to the summit itself.

threaten to undo much of its progress toward European union. Last October, the British government also organized an "emergency" summit, in Birmingham.

The Maastricht treaty has provoked intense scrutiny and reappraisal of the advance toward union.

will help the Community to recover its momentum. But his view is not widely shared. Most member countries, together with the Commission, are pinning their hopes for a relaunching of the European integration process on the normal year-end summit scheduled in Brussels on Dec. 10.

The twin themes of the December meeting are to be employment and competitiveness, and a milestone EC White Paper is being hammered out. The aim is to start tackling Europe's two most fundamental economic problems, and then rebuild the edifice of European union on a firmer base.

Look Who's Sending High-Tech Dynamite to Iran

WASHINGTON—Once again, major companies in the United States, Europe and Japan are being a Third World dictatorship acquire technology that can be used to develop weapons of mass destruction.

By Kenneth R. Timmerman
covered dozens of cases where U.S. technology with potential military applications was shipped to Iran. This appears to have occurred with the full approval of the Commerce Department, which is responsible for restricting U.S. trade with countries on the State Department's list.

They say that there is an internal investigation of 76 "potentially suspect" shipments, but that so far they have found no illegal exports. Yet one of the high-technology exports in question was shipped directly to the Atomic Energy Organization of Iran.

Give the Bangs Time to Work in Eastern Europe

SINGAPORE—In assessing on this page the relative merits of economic reform policies in Asia and Europe, Pradumna B. Rana and J. Malcolm Dowling Jr., economists at the Asian Development Bank, serve up a variety of geographic generalizations that are selective and misleading.

By Christopher Lingle and Kurt Wickman
ably short time they have built up capacity to export agricultural and industrial products to Western Europe. Their economies are attracting Western capital and technology. It is reasonable to expect that by the end of the decade Eastern Europe will become an even more attractive destination for capital from the United States and the European Community.

especially dismal record of recent economic performance, with a near collapse of production and raging prices that verge on hyperinflation. Both an anti-inflationary economic reform, big bang and gradualist, involve social costs. This is shown clearly by the experience of East Germany. Despite massive backing by the highly efficient West German economy, including transfers of about 5 percent of West Germany's GDP each year, unemployment in East Germany is high and rising.

ance by citizens. As long as this process continues to provide positive results, a bit of "Asian patience" might be in order before writing off the whole approach. The writers are senior fellows in European studies at the National University of Singapore. They contributed this comment to the International Herald Tribune.

Rates Down, Bonds Up, And Then?

By Hobart Rosen
WASHINGTON—One of the truly stunning and unexpected economic events of the past year in America has been the precipitous decline in interest rates, especially long-term interest rates. For the first time since records have been kept, the interest rate on government 30-year bonds has plunged to record lows of around 3.8 percent.

IN OUR PAGES: 100, 75 AND 50 YEARS AGO
1893: Silver Repeal
NEW YORK—The bottom seems to have dropped out of the silver fight. The Southern Democrats, who, with the Republicans of the silver States, have been making a bitter fight against repeal, have decided that they can no longer stand out.

1918: Defensive Floods
WITH THE AMERICAN ARMIES—Fearful lest the flood of divisions they have been pouring into the American sector between the Argonne and the Meuse will be unable to stop the Yanks, the Germans are preparing to back up the men by floods of water. They are creating huge lakes back of the lines by damming small and large streams.

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سوق من الأمل

French Nation
 seized in Algeria
 As unrest Persis

World Travel



GLAMOUR IS THE NAME OF THE GAME

Already familiar with the global village, we now see the rise of the global travel shopper. The tax-free industry's vendors and retailers are preparing for a major trading revolution, with impending tax and duty changes - notably in Europe (where duties are scheduled to be abolished in 1999) and some other parts of the world.

Last year, airports, ferry boats, cruise liners, border stores and downtown duty-free shops chalked up a \$14 billion turnover - \$1 billion more than in 1991. The once-familiar duty-free shop with dusty shelves and stony-eyed staff is a thing of the past. Today's age of the specialist shop, the airport "super store" and fashionable boutiques that tempt the global traveler to use his or her credit card as often as possible in the shortest time. There is often background music and climate control to lull the shopper's senses.

"The international duty-free business is one of the most dynamic and resilient markets in the world," say the organizers of the Tax-Free World Exhibition, which takes place in Cannes on Oct. 25. Sales growth has been spectacular over the past decade, with successive 10-percent annual increases.

"The industry has now fully recovered from the effects of the Gulf War two years ago, although the recession in the United States and Continental Europe and an economic downturn in Japan continue to exert downward pressure on consumer spending in 1993," says a TFWE organizer. Nevertheless, there has been impressive growth of more than 6 percent in the four continents of Europe, Asia/Oceania, the Americas and Africa. This bodes well for the future, although European Community competition may prove to be the exception. Sales at the three principal duty-free centers in the Gulf are this year expected to make a full recovery and top more than \$223 million. Many in the industry are keeping a

close watch on China, which could have the biggest of all tax-free explosions. "Once direct flights open between China and Taiwan, we shall see tremendous opportunities," says Doug Newhouse, senior editor of Duty Free News International. Already, the China National Duty-Free Merchandising Corporation has 84 shops at border crossings, airports and sea ports. These shops generate \$168 million worth of business, and this is just a beginning.

The new focus of attention is the Asia/Pacific Rim region, rather than the emerging countries of Eastern Europe and the former Soviet Union. The International Air Transport Association estimates that growth in the Asia/Pacific region will generate 35.8 percent of all the world's scheduled international traffic in 1995. This will rise to 39.2 percent in the year 2000 and 51.2 percent in 2010, which will be equivalent to 375 million passengers.

Last year, duty-free sales in Asia/Pacific rose from \$4 billion to \$4.3 billion; this represents a 1-percent increase in market share, which stands at 27 percent. Europe's market share fell 0.1 percent, with sales of \$8.3 billion, representing just over 52 percent of the total global market. The Americas' market share was also down 0.1 percent, to \$3.1 billion (20 percent of market share).

Sales of wines and spirits, which continue to be the top seller at all duty-free shops, were up from \$4.2 billion in 1991 to \$4.4 billion last year, accounting for 27.9 percent of all sales. This was followed by perfumes and cosmetics, with sales of \$3.9 billion representing a 0.2 percent increase in market share, to 24.4 percent. Tobacco-goods sales of \$2.2 billion showed a 0.6 percent increase in market share, to 14.1 percent.

According to Generation Publications, the five top-selling product categories in 1992 were the following: cigarettes, with \$1.96 billion in sales, or an increase of 0.6 percent over

SHOPPING

1991, representing 12.3 percent of market share; women's fragrances (\$1.76 billion, down by 0.1 percent, 11-percent market share); Scotch whisky (\$1.31 billion, down by 0.1 percent, 8.2-percent market share); women's cosmetics and toiletries (\$1.3 billion, up by 0.2 percent, 8.2-percent market share); and cognac (\$1.2 billion, down by 0.3 percent, 7.5-percent market share).

Looking back at the most significant changes in duty-free sales over the past five years, TFWE President Jacky Paquet says: "I think there was a break caused by the Gulf War. Before then, the development of duty free was important in Asia, and it was important to upscale Asian customers. After the Gulf War, we noticed a strong reduction in sales to the Japanese. Development stopped, and it is just starting again in Asia."

The industry is not without its problems in Europe, where sales have fallen since the introduction of vendor control at the start of the year. Duty-free allowances are being strictly controlled, but the most disastrous measure has been the enforcement of an allowance of 45 European Currency Units, equivalent to about \$54, on

goods other than liquor, wines and tobacco. Peter Wenban, a leading London-based international tax-free business consultant, says EC governments are strictly enforcing this measure, making sure that vendors keep to the rules and do not sell goods worth more than 45 Ecus. "The retailers feel not enough has been done to pressure the EC into getting the allowances raised, perhaps to \$108, which would certainly help. In the developing world, the allowance is about \$180."

Bruce Goddard, secretary general of Britain's Duty Free Confederation, agrees. He hopes that the meeting of European finance ministers on Oct. 25 will fix the new allowance at 90 Ecus (\$108). "This will be of enormous relief for the industry in terms

Continued on page 9

THE RISING STARS OF THE MIDDLE EAST

The Middle East's airport duty-free shopping complexes are among the most modern and diverse in the world. From Abu Dhabi and Bahrain to Dubai and Sharjah, international travelers are offered a wide range of top-quality goods at highly competitive prices.

These duty-free centers stand in sharp contrast to the traditional Arab souks, which still abound in the Middle East. The souks range from the huge open-air one on the edge of Kuwait City, covering more than half a square mile, to the great iron-roofed Souk al Hamadiyah in Damascus. The souks are facing competition, however, from the ultramodern shopping malls and duty-free shops in many of the Gulf states, which offer Western goods at bargain prices. These include the airport duty-free shopping complexes at Abu Dhabi, Bahrain, Dubai and Sharjah; soon to be added to the list are Beirut, Kuwait, Tehran and the two Gulf islands of Kish and Qeshm. Sales at the four main Gulf airport duty-free shops are expected to exceed \$250 million by the end of the year.

Tourists are once again returning in increasing numbers to many parts of the Middle East, which is entering a new era of stability and calm. The beneficiaries are not only the traditional countries like Jordan, Syria, Israel and Egypt, attractive for their heritage and cultural attractions, but also the rich Gulf states. These are now fast becoming leisure centers in their own right, offering all kinds of recreational facilities - from swimming and snorkeling to desert safaris and major sporting events. These

include such happenings as next year's Dubai tennis championships (with \$1 million in prize money) to powerboat racing and chess and snooker tournaments. Half-a-dozen major and internationally operated hotels are opening, or have opened, this year in the Gulf.

Ten years ago, Dubai's Civil Aviation Department head - an aspiring young technocrat named Mohi-Din Binhend - was impressed by what he had seen in Shannon Airport, Ireland. He called in a consultancy team from the Irish group, AerRianta International, headed by Colm McLoughlin, to set up a new duty-free shopping complex in Dubai. Mr. McLoughlin stayed on with two members of the team, who became known as the "Irish Trinity." During the first year of operation, Dubai had a turnover of \$20 million.

"This year, we expect to make \$142 million by the end of December, which is a 10-percent increase over 1992. We expect a steady increase in turnover," says Mr. McLoughlin, whose international award-winning operation has changed the face of duty-free shopping in the Middle East. Other states - like Abu Dhabi, Bahrain and now Kuwait - have followed suit and realized the importance of an attractive shopping operation. This not only helps produce revenues but can also be used as an international marketing tool to encourage tourism and worldwide recognition. The number of passengers using Dubai airport is now 5.4 million a year.

Promotion is very much a top priority.

Continued on page 9

Views on Evolution, Not Revolution

The world of duty-free shopping is changing, according to several members of the management committee of the Tax Free World Exhibition. "We are seeing a shift to travel shopping rather than duty free," says Jacky Paquet, president of TFWE and an executive at Remy Martin.

In light of the changes, the TFWE management committee has formed a new task force, chaired by Marc Demazel of Cartier. The group, which had its first meeting this month, is studying the future evolution of TFWE. "The idea is not revolution, but the development of an association that will benefit all its members," says Mr. Demazel.

Duty free is coming to mean strong brands with strong images. Mr. Demazel continues: "We need to treat the customer differently, give him or her competence and quality in attractive surroundings with good service. We are competing on more than just price."

Mr. Paquet says that the organization of the duty-free business and the way suppliers are selling have changed. Service is improving. There is more selling space with bigger areas, more corners and specialty shops (boutiques with controlled environments), just as in department stores. More and more airports, such as Heathrow and Amsterdam, offer veritable shopping centers.

As the environment improves, so does the quality of the product offered. "There is an undeniable 'shop-window effect' to duty-free outlets," says Kim Darton, vice president of finance for TFWE and an executive with J & B. "even if the sales themselves are not as profitable as in one domestic market."

Both he and Nestlé executive James Berggren describe the classic duty-free shopper as "a captive audience, pred, a businessperson with some fiver local currency, etc." Competition, especially in recent years, has nevertheless made duty free a increasingly "pleasant and increasing shopping experience, with more competition for the buyer's attention."

Ségolène Verdillon of Hermès agrees: "The world of travelers continues its evolution and becomes more important every year in terms of passengers, destinations and also services," she says. The Asian market is increasingly significant, many management-committee members point out, in spite of Japan's current economic downturn. The Four Little Tigers of the Far East are gaining, and China is a long-term prospect that bears watching.

South America is an increasingly important participant in the duty-free industry, note Mr. Demazel and Ms. Verdillon, while North America will become so as it organizes itself to provide better service to its customers.

Eastern Europe is still at an early stage of development. Even in that region, however, some bright spots exist. Thom Rankin of Duty Free Electronics reports that duty-free outlets at Russian military bases in Eastern Germany are selling heavily all manner of household goods, including kitchen equipment such as blenders and mixers, and white and brown appliances.

This pattern, he predicts, will continue through the end of this year. The soldiers, he says, "are buying things they would have to wait years for at home, even if they do not always have homes in which to put them."

The future of duty free, however, does not lie in basics at a competitive price, although those certainly drive tax-free sales in certain categories of products and regions of the world. Mr. Berggren points out that in Dubai, for example, his company's well-known instant milk powder product NIDO "is selling like crazy. People are buying it in five- and 10-kilo packages. It is very popular, and the price difference is significant to the customers." These buyers include guest workers in the Middle East. Price differential also accounts for Nestlé coffee sales in Turkish border shops, as there is a duty of 100 percent on coffee in that country.

Nevertheless, duty free may well evolve into an ever-expanding concept of premium products with intrinsic value - luxury for the 1990s. Mr. Demazel notes that "luxury goods will never stop. Today they represent something more than 'luxury because it is expensive.' True luxury is an investment: you touch it, look at it, keep it. It has intrinsic value. The market is moving back to more realistic expectations of what luxury goods are - not simply high price."

Mr. Paquet adds that "the luxury-goods area will remain even if the turnover does not grow as fast these days as in the past. Perhaps there is less snobism and more interest in inherent product quality - in what is 'genuine.' True luxury is an expression of tradition and improves the quality of life overall."



Marc Demazel: "We are competing on more than just price."



Ségolène Verdillon: "The world of travelers is becoming more important every year."



Jacky Paquet of Remy Martin: "True luxury is an expression of tradition."



James Berggren: "Competition has made duty-free more interesting."



Thom Rankin of Duty Free Electronics.

Claudia Flisi

Life's special meetings.



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Whoever you are meeting.

Say it with a gift from the

world's favourite Duty Free.



from your heart... from...

مطار ابو ظبي .. السوق الحرة
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This advertising section was produced in its entirety by the supplements division of the International Herald Tribune's advertising department. Heidi Ellison is a free-lance writer and editor based in Paris. Claudia B. Flisi is a freelance journalist based in Milan. Michael Frenchman is a free-lance journalist based in Britain who often writes about the Middle East.

TRADITIONAL FAVORITES: WHEN EVERYTHING OLD IS NEW AGAIN

In a year marked by recession, exchange-rate volatility and political instability in several regions of the world, the old stalwarts of duty-free shopping more than held their own. Cigarette sales went up, cosmetics and fashion did not lose ground and several other categories, including liquor, showed increased sales even while market share declined.

WINES AND SPIRITS

Sales of alcoholic beverages, from bottled beer to cognac in cut-glass decanters, represented almost 28 percent of world duty-free sales in 1992 and reached about 50 percent of such sales in Europe. Although its market share has been declining over the past several years, liquor still represents the largest product category in duty-free shopping, accounting for almost \$4.5 billion in sales last year.

At Cannes, Mateus Wineries is introducing "Mateus Signature," a couple of red and white wines packaged to celebrate the company's 50th anniversary. Equally celebratory is William Grant's 21-year-old whisky, winner of a trophy for the best blended Scotch whisky in the 1992 International Wine and Spirit Competition.

Kronenbourg's one-liter mini-keg of beer is on display at Cannes, part of its complete product range, being shown for the first time.

Bailey's Original Irish Cream created the category of "cream" beverages, which is one of liquor's growth segments, increasing at the rate of about 5 percent a year. Bailey's own sales also represent a success story for parent company Justerini & Brooks. Other new temptations in this special segment of the liquor market include Teacher's Royal Highland Cream; Amadeus Liquor, an almond-orange drink in a ball-shaped bottle; König's Capucine, a coffee-cream liqueur; and Amanda, a light Dutch cream cocktail by Underberg.

Boisset is launching its 1822 Morin Liqueurs at Cannes. These 18 flavors of crèmes and liqueurs will be displayed in simple, elegant packaging. Massenz will feature a ginger cream liqueur, as well as a prestige raspberry brandy with a single raspberry blown inside the bottle.



TOBACCO

Cigarette sales have long been a mainstay of duty-free outlets and remain so in spite of the decline in smoking in the industrialized world. Duty-free tobacco sales were worth almost \$2.5 billion in 1992, showing a slight increase over the previous year. Cigarettes themselves are the top-selling product in duty-free shopping, equal to more than \$1.9 billion last year.

Davidoff is the king of cigars, in both duty-free and domestic markets, and its sales of best-selling Mini Cigarillos continue to grow at a steady pace. Although the company is not introducing any new products at Cannes, its recently launched Davidoff Special "T" will probably find its way into duty-free outlets next year.

General Cigar Co. will be exhibiting its wares for the first time in 13 years. It will be showing off its full range of products, including Macanudo, Garcia y Vega, White Owl and Robert Burns.

COSMETICS

Fragrances and cosmetics are the second most important category in duty free, accounting for almost one-fourth of all sales in 1992, equivalent to almost \$4 billion. Women's fragrances are the number-two product overall, with cosmetics number four, and men's fragrance and toiletries number six. In spite of the recession, this category registered a slight increase over 1991. The products on display in Cannes show that world shoppers today are looking for intrinsic value even in their indulgences.

Must II de Cartier, a floral fragrance being launched at Cannes, reflects this attitude. Must II is natural and simple. Yet clever and romantic, an appropriate continuation of Cartier's tradition in perfumes. Tradition also echoes in the new leather-covered refillable perfume spray by Hermès, available in any of the company's three fragrances: Calèche, Amazone and Parfum d'Hermès.

Etienne Aigner is introducing a new fragrance concept with its XI line. Each of the four scents represents one

of the four elements: earth ("harmony of the senses"), air ("wings of feeling"), fire ("the magic of passion") and water ("rhythm of the soul"). Customers are invited to take a psychological test to determine the element best suited to their nature.

Samba Nova Homme, a male fragrance being introduced into the duty-free market this month, is an extension of the Perfumer's Workshop legacy. With a natural terra-cotta bottle, simple packaging and a fresh, warm scent, it has already made a successful debut in the environmentally sensitive German market. Sublime, a new men's fragrance by prestige perfumer Jean Paulou, also makes its debut at Cannes.

Shoppers can smell like a tennis player if they like (before the game, not after!) with fragrances named after Sweden's Bjorn Borg, Italy's Sergio Tacchini or Argentina's Gabriela Sabatini. Or they can glitter like precious jewels, thanks to new additions to the Elizabeth Taylor collection of fragrances by Elizabeth Arden: Diamonds and Sapphires, Diamonds and Rubies, and Diamonds and Emeralds. Men can also embellish themselves with movie-star allure, with the Omar Sharif Pour Homme line.

Among the unusual skin-care products to be found at Cannes are those based on Tenuiflora, the bark of a Mexican tree used by the Mayans to speed up the healing of wounds. These are being offered by Edouard Pinaud, a cosmetics company owned since 1830 by independent perfumers.

FASHION

Leather goods, accessories, fashion and clothing together accounted for \$1.66 billion in duty-free sales in 1992. This year, discriminating shoppers can embark on an Yves Saint-Laurent "Odyssée" with this French designer's new collection of luxury leather goods on display at Cannes.

The universally recognized quality of Aquascutum leather will be even more evident with a new embossed logo adorning the small leather-goods

and new handbag collection being shown this year. In addition, the company is introducing clothing designed specifically for the demanding duty-free market.

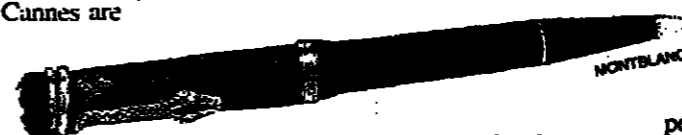
Colorful contemporary designer Christian Lacroix presents a line of panty hose and stockings for women, as well as a new line of twill and Jacquard ties, featuring Provençal themes, for men.

French leather-maker François Marot is showing two new handbag collections for the discerning traveler: a sporty canvas range for the younger woman and a dozen elegant handbags in a brand new leather called "Crispa."



JEWELRY AND WATCHES

More than a billion dollar's worth of watches and jewelry was sold last year in duty-free outlets. One successful product was the 6,000 series by leading Swiss watchmaker TAG Heuer. This year, the company is launching the S/EI leather series and the 6,000 chronometer at Cannes. The latter marks a new step for the company - the first time it will offer a chronometer in a steel/gold version to



compete in the most privileged segment of the sports-watch category.

The Amsterdam Diamond Center has designed a new collection of 14- and 18-carat gold jewelry with diamonds and/or other precious stones, designed specifically for the duty-free market.

Yves Saint-Laurent is presenting three watch concepts: the colorful Shéhérazade collection, the elegant mini Boétie and the sports-minded Tournon.

WRITING INSTRUMENTS

When is a pen not a pencil that smears when you write? When it takes on the appearance, finishings

and price tag of fine jewelry, as do some of the models being shown in duty-free shops; these products accounted for \$180 million in sales last year. A new exhibitor to IFWE 1993 is Italy's Omas. This Bologna-based company will be displaying the Almirante, a 55-million lire (\$30,000) pen destined for only 30 affluent individuals in the world.

It boasts an 18-carat gold finish adorned with commemorations of the 500th anniversary of the discovery of America, handcrafted by the famous French goldsmith Lefebvre.

Waterman's new luxury fountain pen, the Edson, has a solid 18-carat-gold nib, but its main claim to fame is its mechanical perfection: it will not leak, even at the high altitudes reached by airborne business travelers. Its \$600 price tag may be weighed against the savings from fewer decontaminating bills due to ink-stained shirts.

Montblanc, the prestige name in writing instruments, introduces an new Limited Edition pen each year. For 1993, this collectible is named the Agatha Christie, and it is characterized by a sterling-silver serpent clip on a black body. For the Asian market, this same pen sports a dragon clip instead of the serpent, given the dragon's significance as a symbol of bravely beneficence and good fortune.

A PANOPLY OF LUXURY AT TAX-FREE WORLD EXPO

The tax-free industry's biggest shop window opens in Cannes, France on Oct. 25-29 with the largest display ever of goods and new product launches for travelers on the move. More than 5,000 visitors from 130 countries are expected to attend the Tax Free World Exhibition and conference, which is organized by the Association of IFWE, representing suppliers to the industry. Last year, it had a global turnover of more than \$16 billion. Now in its ninth year, IFWE represents

a panoply of luxury and premium brand goods, ranging from exquisite Liechtenstein silver crystal to the finest Cuban cigars and specially aged Scotch whisky. From the original core displays of liquor, tobacco and fragrances, the exhibition now spans fashion, accessories, jewelry, watches, gifts, food and confectionery. At this year's conference, which precedes the exhibition at the Palais des Festivals et des Congrès, the theme will be emerging nations and markets for the duty- and tax-free

industry. Robert Hawke, the prime minister of Australia, is giving the keynote address on "Interdependence of the Pacific Rim, the United States and Europe." Georges Berthoin, who was co-chairman of the Trilateral Commission until last year, will talk about economic trends in developing markets. He will feature a special case study on China and the surrounding region, regarded by the tax-free industry as one of the most significant new markets. M.F.

IS AIRPORT STRESS A BOON FOR SALES?

What possessed you to buy that electronic chess game in the duty-free shop when you barely know how to play the game and don't have time for it anyway? The culprit may have been airport stress.

According to Dr. Philippe Bargain, director of medical services at Charles-de-Gaulle Airport in Paris, passengers awaiting a flight are thinking not of their immediate surroundings, but of their upcoming ascension into the sky. Anticipation of this unnatural act provokes "intense, irrational emotions," which may include contradictory feelings of exaltation and anxiety.

The exaltation originates in the sensation of escaping from ordinary life, of the possibility of reaching a far-away destination in a short period of time. The anxiety stems from the dependence on a machine, on forces that the individual cannot control - the feeling that one is breaking the laws of nature by attempting to fly and risking one's life in the process. The tension the departing passenger experiences is sometimes exacerbated by long lines at check-in counters and delays in take-off.

According to Dr. Bargain's study "The Psychopathology of Airports," one out of four passengers admits to being afraid of flying. Since Charles-de-Gaulle Airport handles 22 million passengers per year, that makes for a lot of frightened and anxiety-stricken people running around the airport. Luckily, Dr. Bargain and his medical team are on hand to care for the really serious fear-of-flying cases.

Less seriously afflicted passengers must find ways of dealing with the

mild stress their sojourn in the airport occasions. In the mini-cities that are modern airports, there are two primary ways of spending time while waiting for an airplane: eating or shopping.

Since airport cuisine is not generally known for its excellence or low prices, the more appealing option for many is shopping. And duty-free prices make it even more attractive.

Most passengers arrive at the airport at least one hour ahead of time. Once accepted as a bona-fide passenger by the airline, the passenger is presented

during the wait for the plane. Since this is generally empty time, with no further obligations to fulfill until the airplane takes off, fliers can indulge their shopping whims conveniently and without guilt, whether they are buying a gift for a special love or satisfying a desire for a useful gadget like a camera or a less necessary one like an electronic game.

All such purchases can be justified as bargains, reducing even further the guilt that often goes hand-in-hand with spending.

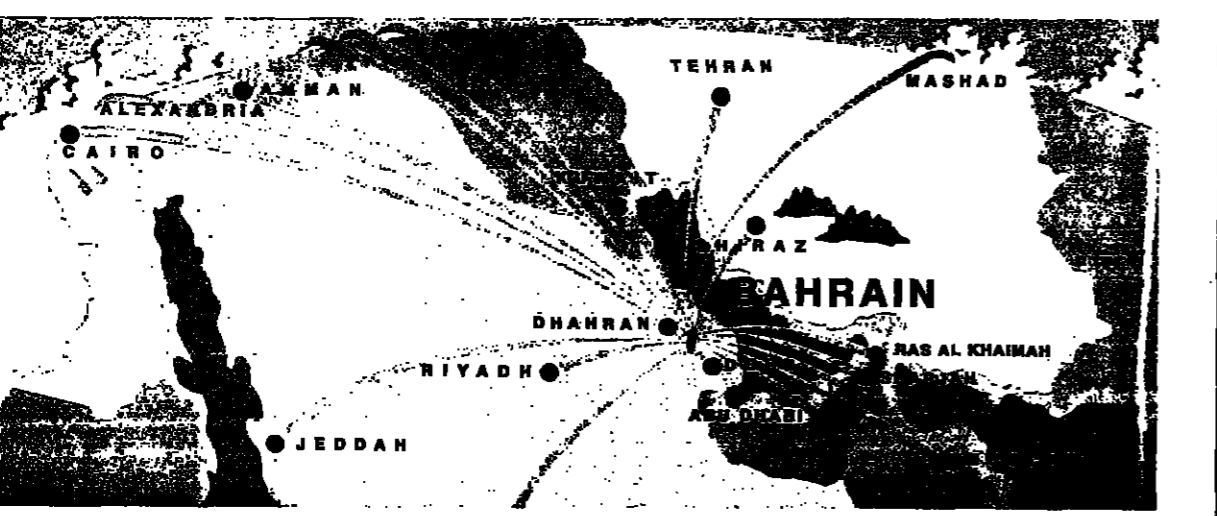
Studies of shopping patterns at Aéroports de Paris have shown that sales are split right down the middle between gift purchases and personal purchases.

The top-selling item is perfume, which accounted for 26 percent of duty-free sales in 1991. Tobacco takes second place, with 15 percent of sales, followed by alcohol (13 percent), leather goods (12 percent), food (8 percent), photo and hi-fi equipment (7 percent) and jewelry (5 percent).

Of course, this does not mean that airport stress is the sole cause of duty-free shopping. That exaltation mentioned by Dr. Bargain may also have something to do with it. Giddy with excitement at the prospect of flying off to an exotic destination or to see loved ones, some happy travelers try to get carried away with their gift purchases or indulge themselves with a bottle of perfume or box of chocolates. Or there may be more mundane reasons for buying: a good price on something one stocks up on regularly - a carton of cigarettes or bottles of whiskey, for example.

Heidi Elbin

Bahrain International Airport,



for business it's the centre of the Gulf,



for businessmen it's the centre for shopping.

Why fly to anywhere in the Middle East, when you can fly to its centre. Go via Bahrain International Airport, the flight centre of the region offering quick and convenient connections. A modern airport, built with the business traveller in mind, with comfortable lounges, efficient baggage handling and a Duty Free



International Travel Retailing New Technology - New Tactics

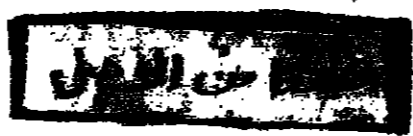
London, March 9, 1994

The 4th International Travel Retailing seminar, co-sponsored by the International Herald Tribune and Peter R. Wenban & Associates, will take as its theme: "New Technology - New Tactics."

The program will look at the new developments taking place in travel retailing. Issues under discussion will include: an assessment of the first year of vendor control, the shaping of the new Hong Kong airport, cross-Channel ferries versus Eurotunnel and the potential of inter-active shopping.

For full program details, please contact:
Jane Benney, International Herald Tribune, 63 Long Acre, London WC2E 9JH
Tel: (44 71) 836 4802. Fax: (44 71) 836 0717

Herald Tribune



010

MORE TEMPTATIONS FOR THE SHOPPER

With both liquor and tobacco consumption declining, today's demanding world traveler needs other compelling reasons to spend time in the duty-free section of an airport, ferry or other outlet. The tax-free industry has enlarged accordingly.

The following descriptions, culled in part from Duty Free News International and Frontier, show the range of new products offered by duty-free shops today.

Among Braun's new products are the Flex Control shaver, a battery-operated beard-trimmer, two clocks and several hair dryers, including one that adds body to hair without tangling.



CHILDREN'S TREATS

Although toys are an impulse item, the category has fared well in this recessionary climate. Russ Berrie, the toy company that brought the Trolls back to life, is introducing more than 50 new styles of Trolls to tax-free outlets.

ficiaries. Other famous names include Babar and Celeste, the French elephants, now appearing as fragrances for children. Rest assured that they do not make kids smell like elephants!

New designs for Bentley's Confectionary include Sophie the Mouse and Alice in Wonderland tins, as well as a collection of Fabergé Egg Tins filled with mini chocolate eggs.

There are model-car sets by Lledo, designed especially for in-flight sales. While on board, children might also enjoy Aerocockpit, an electronic game mounted in the interior of a model cockpit.

The four boxes, filled with pralines or liquor-flavored chocolates, are named for their favorite operas. Swiss chocolate-maker Lindt will be launching three new products at Cannes: Pistachio Gems (whole roasted pistachio nuts in a crunchy white

filling, covered with Swiss milk chocolate); Piccolino Pralines (for pint-sized gourmands); and Lindor (the company's single most successful brand), now available in a duty-free gift pack.

Belgium Chocolaterie Guylian will present three new packages of its exquisite chocolate seashells: a souvenir box, a decorated tin and an anniversary collection of praline-filled temptations.

Italy's upscale Baci chocolates have been packaged in Umbrian-style blue and yellow jars, so attractive that they almost vie with jewelry as a special gift.

Nestlé will be featuring Destinations, a box of Swiss chocolates packaged with the theme of the World Cup, showing all the countries that will be competing and all the places where the World Cup is played.

to tie a gift item like this to a major international sporting event.

An Icelandic delicacy, Arctic Prince Icelandic Smoked Salmon, is the best-selling delicacy in its home country's airport. The salmon comes from unpolluted waters and is smoked over beechwood. A wider distribution is expected after buyers have savored it at Cannes.

Among Nestlé's new products at Cannes is a gift set of four varieties of its well-known coffees, attractively packaged and presented. An ideal present for the traveler fighting the rigors of jet lag.



THE RISING STARS OF THE MIDDLE EAST AIRPORTS

Continued from page 7

ity as far as Dubai Duty Free is concerned, and a string of international awards from the tax-free and travel industry proves that Dubai has been on the right track.

One of the most successful promotional ventures is Dubai's "Finest Surprise," a draw for luxury autos that takes place about every 10 days. Since it was started three years ago, more than 225 cars have been given to lucky winners.

Equally satisfying for Mr. McLoughlin are the new sales records that Dubai Duty Free continues to set. Last year's top-selling item was two tons of gold, more than was sold at any other duty-free shop in the world; this accounts for 20 percent of total



Gold accounts for 20 percent of sales at Dubai Duty Free.

sales, outselling cigarettes and liquor. Cosmetics, local gifts and handicrafts are also doing well.

While pleased with the results, Mr. McLoughlin is mindful not to lose touch with his duty-free shoppers. "By constantly reviewing product lines and adopting a 'listening' approach toward customers," he says, "we hope always to be able to ensure first-class service."

There has always been some friendly rivalry with the neighboring international airport at Abu Dhabi, the federal capital of the United Arab Emirates. There, the eye-catching green-blue mosaic centerpiece in the duty-free shopping hall is a familiar sight for the 2.8 million passengers using the airport each year. A \$1 mil-

lion expansion and refurbishment program has just been completed to make it more pleasant and easier for passengers to shop.

Six boutique-style shops have been given a new look. These include a ready-to-wear fashion shop for women's clothes and menswear from top fashion houses in Italy and France, and a boutique selling leather goods - bags, belts and garments. This is separated from a revamped perfume shop which, for the first time, has six "own-brand" company selections and is attended by specialist consultants.

"The color scheme for all the new shops and fittings reflects one color base, highlighted by other colors in a single unifying scheme to provide a warm and welcoming atmosphere," says Mohammed Mounib, general manager of Abu Dhabi Duty Free. This is the first phase of the major improvement plan. The second phase, which will go out for tender by the end of the year, will provide for the renovation of the beverage and tobacco shop, shops selling watches and jewelry, the Island shop and the arrivals shop. In about a year's time, Mr. Mounib also hopes to open a new downtown duty-free terminal. Other plans include a duty-free operation at the new Al Ain international airport; the operation is expected to be officially opened next April.

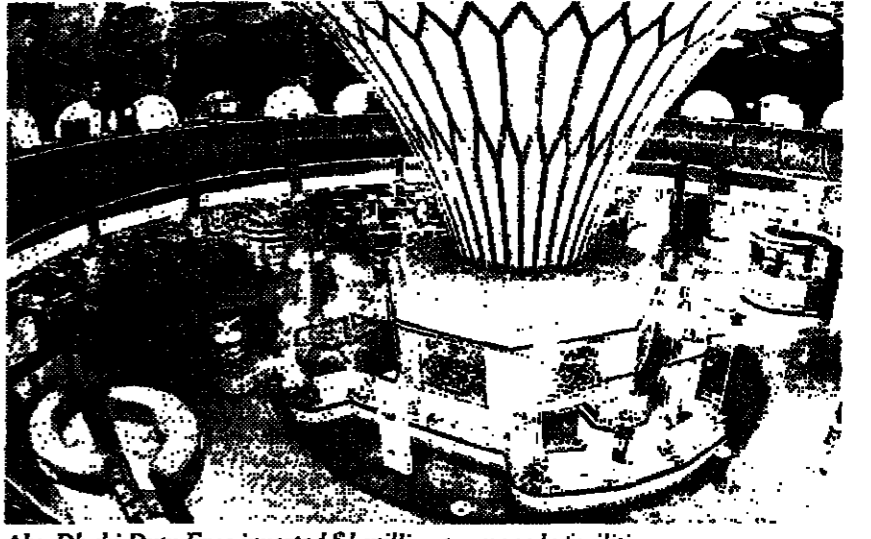
"This year, we expect to achieve sales of \$51 million," says Mr. Mounib, "and with the pattern of growth in traffic, plans to build a second terminal are on. I am confident that we will double that figure by the end of the next five years."

Abu Dhabi is noted for having very competitive prices, and Mr. Mounib is critical of some civil-aviation authorities who are hiking duty-free concession fees to upgrade their airports.

"Civil aviation authorities in our part of the world [the Middle East] consider duty free not a cow to be milked, but a sales tool to be used to promote traffic," he says, adding that "the growth in Abu Dhabi can be attributed only to the trust that travelers have put in the value for money spent in our shops." During the first half of this year, passengers have been spending an average of \$25.92 per sale, compared with \$23.8 during the same period in 1992. One of the duty free's most successful promotions is the current "win a 500,000-dirham (\$138,000) line of credit."

Since taking over as general manager of Bahrain airport's duty-free shopping two years ago (after a spell in Moscow), John Sutcliffe, one of the original "Irish Trinity" at Dubai, hopes sales this year will rise by 17 percent, to \$30 million. "I am very pleased with this performance, which has been achieved with only marginal traffic growth," says Mr. Sutcliffe. "We expect to process 2.9 million passengers this year, compared with 2.8 million in 1992."

Bahrain has just opened one of the



Abu Dhabi Duty Free invested \$1 million to upgrade facilities.

region's most elaborate duty-free arrivals shops, strategically located in the baggage collection area.

Another innovation is a pre-order system for customers, who can make inquiries about availability and prices before leaving their hotel or homes for the airport. The goods will then be available for collection on arrival, saving valuable time for the traveler.

Commenting on achievements during the last 12 months, Mr. Sutcliffe says: "Our good sales performance can be attributed to better merchandising, with an expanding range of products and better displays. We have also given special attention to training

and have set up our own in-house training department. The emphasis is on product knowledge and quality customer service."

An aspect that makes Bahrain stand out from other duty-free operations in the region is the characteristic Bahraini flavor that has been given to the duty-free complex.

This includes part of the decor, a large selection of Bahraini-made goods, gifts and foods. In addition, says Mr. Sutcliffe, "35 percent of our staff are Bahrainis. We have nine different nationalities of staff on the shop floor, and they speak a total of 20 languages." Michael Frenchman



An elaborate new duty-free arrivals shop, recently opened in Bahrain.

GLAMOUR IS THE NAME OF THE GAME

Continued from page 7

of tax burden and marketing," says Mr. Goddard. He is also critical of the fact that not enough has been done to make the public aware of the ins and outs of the new EC regulations in relation to duty- and tax-free allowances.

The tax-free industry is one of the fastest-changing markets in the world. Developing and emerging countries strive to get a foothold in this highly lucrative form of retailing by attracting the jet-setting global traveler who is either on vacation or business.

"Global tax-free business at airports and on ferries will always have its glamorous side," says Mohammed Mounib, general manager of Abu Dhabi Airport's duty-free operations, which expect to gross \$51 million by the end of this year. He believes that the end of this year will flourish outside the EC "because world travel will continue to boom."

Helping to woo the customers of today and, more importantly, tomorrow are the bright lights, elegant and tasteful displays, and the more common "open-shop" approach manned by a new breed of salespeople, who provide the essential "service with a smile." Mr. Mounib says that "we have to continuously upgrade our shops and staff because customers expect to be served better every time they pass through."

One company that has consistently tried to bring a bright new image to airport shopping is the Duty Free Shoppers Group of San Francisco,

which has been most active in Southeast Asia and the Far East, where the presentation and display of merchandise is a vital factor in developing upbeat sales.

Glamour has become the name of the game as airports spruce up their shopping areas, realizing that tax-free shopping can boost their revenues. A typical example is the British Airports Authority, which runs London Heathrow, Gatwick and five other provincial airports in Britain (as well as the Pittsburgh airport in the United States). Last year, more than 31 million international passengers passed through its British airports, contributing \$238 million, or 49.5 percent, of BAA's overall revenue.

Mr. Newhouse, one of the industry's most authoritative watchdogs, believes that glamour and the advent of the specialist shop are the essential tools of a changing industry.

There has been a spectacular growth in specialist shops at some airports. Mr. Newhouse points out that Terminal 4 at Heathrow is now "one of the most attractive shopping malls in Europe." Sales at the 22 specialist shops - which include names like Swatch, Bailly, George Jensen and Jaeger - were up 40 percent last year. "Admittedly, this was from a low base point, but it indicates what the future holds," says Mr. Newhouse.

BAA's current advertising for Terminal 4 claims: "Residents of the global village now have their own tax-free shopping mall." Two years ago, BAA embarked on a \$180 million strategic investment policy to

develop "global village shopping," and the policy is beginning to pay off.

This important development has been recognized by airport authorities in the developing world as well. Colm McLoughlin, general manager of Dubai Duty Free, says that the opening of "super stores" in airports reflects this strategy. "It also indicates that there will be a definite growth in the global tax-free business as travel becomes more affordable to more people," he adds. Dubai Duty Free was one of the first Middle East airports to introduce Western-style shopping for the international traveler in the region.

John Sutcliffe, manager of Bahrain's Duty Free and pioneer of the new look for the Moscow and St. Petersburg airports, sees a move toward greater diversification and "high-street" retailing, particularly in Europe. Mr. Sutcliffe warns, however, that "because of high concession fees, shops in Europe in particular are finding it difficult to compete with the high street." This is also due to the general economic recession in Europe, which has led to widespread high-street discounting.

Mr. Paquet notes that there are now more "shopping centers" in major airports. "The conditions and comfort of most airports have improved," he says. "The organization of the business itself and the way suppliers are selling have also changed. Service is improving. There is more selling space with bigger areas and more specialist shops such as boutiques with controlled environments." M.J.F.

DUBAI DUTY FREE'S FINEST SURPRISE CONTINUES... A large advertisement featuring a car and a list of winners for the 'Finest Surprise' promotion. The text includes 'YOUR OPPORTUNITY TO WIN THE FINEST CARS AT THE WORLD'S FINEST DUTY FREE' and 'DUBAI DUTY FREE'S FINEST SURPRISE NOW OFFERS YOU A CHOICE. TICKETS MAY BE PURCHASED FOR ONE OR BOTH CARS.' It also lists names and addresses of winners from various countries.

YOUR OPPORTUNITY TO WIN THE FINEST CARS AT THE WORLD'S FINEST DUTY FREE. A large advertisement for the 'Finest Surprise' promotion. It includes a list of winners and their prizes, such as '223rd Winner NASER MOHD SHAH (Series # 223 - Ticket # 0727) of Pakistan, winner of the horizon blue Porsche 911 Carrera 2-Tiptronic.' It also features the slogan 'CONGRATULATIONS! DUBAI DUTY FREE'S FINEST SURPRISE WINNERS' and 'The Finest Collection At The World's Most Elegant Duty Free Fly Buy Dubai'.

Retailing

150

NASDAQ NATIONAL MARKET

Table with columns: Sales, High, Low, Close, Net. Includes sub-sections A, B, and C listing various stocks and their performance.

Table with columns: Sales, High, Low, Close, Net. Continuation of stock market data.

Table with columns: Sales, High, Low, Close, Net. Continuation of stock market data.

Table with columns: Sales, High, Low, Close, Net. Continuation of stock market data.

Advertisement for Turkish Airlines featuring a black and white photograph of the Dolmabahçe Palace gates. Text includes: 'A HERITAGE of arrivals and departures.', 'Like the gates of the Ottoman built Dolmabahçe Palace in Istanbul, Turkey itself has seen a great deal of arrivals and departures - even before the Hittites in 2,000 BC. Today Turkish Airlines carries on that tradition with a modern fleet of A340's coming from and going to more countries than ever before. And being at the gates of East and West historically means we know a thing or two about how to give travellers a warm welcome.' Logo: 'TURKISH AIRLINES NEW HORIZONS IN COMFORT'.

Continuation of stock market data from the top section, including sub-sections D, E, F, G, H, and I.

THE TRIBUNE CURRENCY

Handwritten Arabic text: 'مكتبنا في الرياض' (Our office in Riyadh).

Handwritten number: '010'.

Continued on Page 14

WEEKLY INTERNATIONAL BOND PRICES

Provided by Credit Suisse First Boston Limited, London, Tel: 022 40 00. Prices may vary according to market conditions and other factors. Oct. 22

Dollar Straights

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists various government and supranational bonds.

Governments/Supranationals

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists government and supranational bonds.

Banks & Finance

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists bank and finance bonds.

Global Corporates

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists global corporate bonds.

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists various international bonds.

Dollar Zeros

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists dollar zero bonds.

Ecus

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists ecus bonds.

Pounds

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists pounds bonds.

Yen

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists yen bonds.

Dollars

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists dollar bonds.

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists various international bonds.

Canadian Dollars

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists Canadian dollar bonds.

Deutsche Marks

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists Deutsche Mark bonds.

Floating Rate Notes

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists floating rate notes.

Swiss Francs

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists Swiss franc bonds.

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists various international bonds.

Swiss Francs

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists Swiss franc bonds.

Japanese Yen

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists Japanese yen bonds.

Other Currencies

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists other currency bonds.

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Other Currencies

Table with columns: Issuer, Con, Mat, Price, Yld, Bid, Ask. Lists other currency bonds.

Large table of bond prices with columns: Bid, Ask, Issuer, Con, Mat, Price, Yld, Bid, Ask. Includes various international bonds.

MUTUAL FUNDS

Figures as of close of trading Friday, Oct. 22.

Table of mutual fund prices with columns: Bid, Ask, Fund Name, Price, Yld, Bid, Ask.

Table of mutual fund prices with columns: Bid, Ask, Fund Name, Price, Yld, Bid, Ask.

Table of mutual fund prices with columns: Bid, Ask, Fund Name, Price, Yld, Bid, Ask.

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Continued on Page 14

New International Bond Issues

Table with columns: Issuer, Amount (millions), Mat., Coup. %, Price, Price end week, Terms. Includes sections for Floating Rate Notes, Fixed-Coupons, and Equity-Linked.

A Big Fall No Longer Shadows The Dollar

By Carl Gewirtz
The dollar turned a corner last week. PARIS The dollar turned a corner last week...

Dart Family Balks in Brazil Debt Talks

By Kenneth N. Gilpin
NEW YORK For the past couple of weeks, a high-stakes game of chicken involving one of America's wealthiest families and the government of Brazil has animated what essentially is the final chapter of the Latin American debt crisis.

Other interested observers said they thought the family would ultimately choose to take a smaller profit on a revised plan rather than risk losing a great deal more if the financing package fell through.

The Week Ahead: World Economic Calendar, Oct. 25 - 29

Table listing economic events for Asia-Pacific, Europe, Americas, and other regions from Oct 25 to Oct 29.

When it cut its leading interest rates last week, the central bank announced that it would provide short-term credits to banks this week at 6.4 percent.

The German move had little effect on the gap in short-term interest rates, where investments in marks are yielding about 3 percent.

LONRHO: Behind Harrods Deal

Continued from Page 1
Some of the reasons pushing Mr. Rowland to end the feud may have been his company's desire to do business with the Palestinians and his own boardroom battles with Mr. Bock.

BONDS: Rally Mainly Helps the Short-Term Sector

Continued from Page 11
halving to 25 basis points, and on U.K. paper falling from 95 to 70.

technicalities of simultaneous distribution and trading of the paper in New York and Tokyo as well as the traditional European markets.

Continental Airlines advertisement featuring the slogan 'DON'T JUST UPGRADE YOUR SEAT, UPGRADE YOUR AIRLINE.' and a table comparing flight services across different airlines.

MONDAY SPORTS

All Hail 'Sir Charles'

By Ian Thomsen
International Herald Tribune
MUNICH — An international testimonial honored Charles Barkley this weekend. If other performers are dined or roasted by their peers, then the National Basketball Association's lifetime superstars are feted with a McDonald's Open, and all derived attentions go to the cause of international basketball.

not quite the size of Arrivas Sabonis). Across from the Suns bench, 10 Germans each held a letter in the title of SIR CHARLES, and his name danced like a roller coaster all afternoon.
It takes some pull to enter someone else's gym in someone else's country and sell it out twice at those prices. The 11,000-seat Olympiastadion never was full, but the NBA said every seat and some standing room had been sold to see Charles. Imagine if he'd decided not to risk it again, or he'd backed out to give it the league hasn't forgotten that Magic's testimonial in Paris turned out to be his last game in 1991.

than expend five nights and a seven-hour time change during press season. "I don't know if anybody was looking forward to flying over here just to play basketball," said Phoenix guard Danny Ainge in midweek. "If we could go on some tours, that would be nice, but we don't have time to do that."
"It's a very difficult situation for the NBA teams," Barkley said. "Obviously it would be lying to say we played with the level of intensity we would play against the Knicks or the Bulls. But I thought we played hard. We had a good workout."
"I don't worry about the final score," he said. "If we'd won by 20, people would have said we didn't play well, and if we'd won by 30 they would have said we were running it in. One thing you learn in America, half the people like you, half the people don't, and you can't please everybody. Those European teams are good teams; I feel our team is probably the best in the world right now. We won by 22, but I feel if we wanted to we could have won by 40 — but that wouldn't have proved anything."
Their opponents don't have the same attitude. The biggest surprise, based on this weekend, would be for Bologna and Real Madrid to fall short of reaching the European semifinals in Tel Aviv in April. Even while resting center Arrivas Sabonis and forward Antonio Martin, Madrid was able to beat Livorno of France in overtime, 123-119, confirming the collapse of last season's European champion. To re-



Boris Becker and Barbara Feltus, who announced they are to be married in a few weeks, watching the Phoenix Suns play in the McDonald's Open. The NBA, too, had reason to be pleased with the showcase tournament in Munich.

Faldo Falters, Pavin Wins on Final Hole

WENTWORTH, England — Corey Pavin became the first American to win the World Match-play golf title since 1979 when defending champion Nick Faldo came unglued at the final hole on Sunday.
Faldo, who had been two holes down with three to play, won the 16th and 17th holes but missed his second shot at the 502-yard final hole into the rhododendron bushes.
He took a penalty drop and then holed a brave eight-foot putt for a bogey 6, but it was not enough when Pavin's par putt from five feet dropped into the hole.
Pavin's triumph over the world No. 1 rubbed salt into European wounds, coming a week after the American team's victory over England in the Dunhill Cup and the U.S. success in the Ryder Cup last month.
The last American to win this unique 12-man tournament was Bill Rogers 14 years ago.
"To beat a player of the caliber of Nick Faldo is more than satisfying," the 33-year-old winner said. "Nick never gave up, but I never expected him to. It's a shame it had to end on that note because it was a great match. He kept coming back at me and I kept coming back at him."
For me, this ranks right after

the major titles," Pavin said. "But it's very stressful, much more so than stroke play. If we had to do this every week, we wouldn't play very often."
Faldo, who struggled with his long game all day but putted well to make up for it, explained that he had opted for safety by hitting a 3 wood off the final tee to avoid the bunkers.
"But I popped it up. That left me 240 yards to the front edge and that's out of my range. I jumped all over the shot and hit it in the bushes," he said.
He took a penalty drop, but his fourth, trying to pitch close, struck the last possible branch and dropped down. He needed another chip, got it to eight feet and holed it.
Pavin had already struck his first putt from 15 feet, his fourth shot, five feet past the hole and had to make the return putt for victory.
On Saturday, the American rolled in a three-foot putt for par on the first playoff hole to beat Colin Montgomerie of Scotland in their semifinal match. Faldo beat David Frost of South Africa, 2-1.
Davis Love III, having shot 7-under-par 65, took a six-stroke lead into Sunday's final round at the Las Vegas Invitational. Bob Estes was second after a 67; Canadian Richard Zokol shot 69 was third.

SCOREBOARD

HOCKEY

NHL Standings
EASTERN CONFERENCE
Atlantic Division
New Jersey 7 W 1 T 0 Pts 14
Philadelphia 7 W 2 T 0 Pts 14
St. Louis 4 W 2 T 0 Pts 8
Toronto 4 W 2 T 0 Pts 8
Washington 3 W 2 T 0 Pts 6
New York Islanders 1 W 1 T 0 Pts 2

FOOTBALL

Major College Scores
Alabama 19, Mississippi 14
Alabama 27, Purdue 6
Alabama 34, Tennessee 14
Alabama 34, Tennessee 14
Alabama 34, Tennessee 14

SOCCER

INTERNATIONAL FRIENDLY
United States 0, Uruguay 1
United States 0, Uruguay 1
United States 0, Uruguay 1

BASKETBALL

NBA Preseason
Philadelphia 103, New York 97
Philadelphia 103, New York 97
Philadelphia 103, New York 97

ATP SALEM OPEN

Results of the ATP Salem Open tennis tournament:
Stefanos Pappas
Michael Chang, USA def Greg Rusedzki, Canada, 7-6 (3), 6-7 (6-4), 6-4.

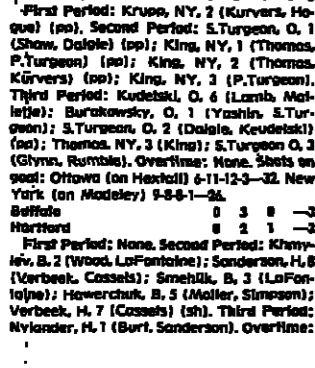
AUTO RACING

Japanese Grand Prix
The driver of the fastest of the Grand Prix in the 3,446-mile Suzuka circuit — a total distance of 198.65 miles — with driver, country, make of car, and leader's name:
1. Ayrton Senna, Brazil, McLaren-Ford, 1 hour, 40 minutes, 27.912 seconds, 115.334 mph; 2. Alain Prost, France, Williams-Renault, 1:40:52.558 seconds behind; 3. Mika Hakkinen, Finland, McLaren-Ford, 2:12.922 seconds behind; 4. Damon Hill, Britain, Williams-Renault, 1 minute, 22.538 seconds behind; 5. Rubens Barrichello, Brazil, Jordan-Hart, 1:28.101 behind; 6. Eddie Irvine, Britain, Jordan-Hart, 1:46.421 behind; 7. Mark Blundell, Britain, Ligier-Renault, 1:50 behind; 8. J.J. Lehto, Finland, Sauber, 1:50 behind; 9. Martin Brundle, Britain, Williams-Renault, 2:05 behind; 10. Pierluigi Martini, Italy, McLaren-Ford, 2:05 behind; 11. Olivier Berthelin, France, Ligier-Renault, 2:05 behind; 12. Jean-Marc Gounou, France, Ligier-Renault, 2:05 behind; 13. Ralf Schumacher, Germany, 2:15 behind; 14. Ricardo Patrese, Italy, 2:15 behind; 15. Jean Alesi, France, 2:15 behind; 16. Mark Blundell, Britain, 2:15 behind; 17. Gerhard Berger, Austria, and Mark Blundell, Britain, 2:15 behind.

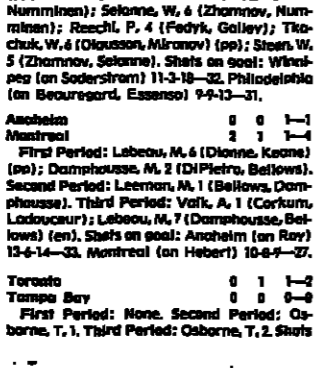
TENNIS

AUSTRIA OPEN
Results of the ATP Austria Open tennis tournament:
Goran Ivanisevic (C), Croatia def. Thomas Muster (A), Austria, 6-4, 6-4, 7-6 (7-3).

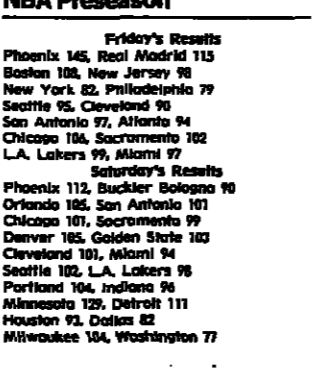
DENNIS THE MENACE



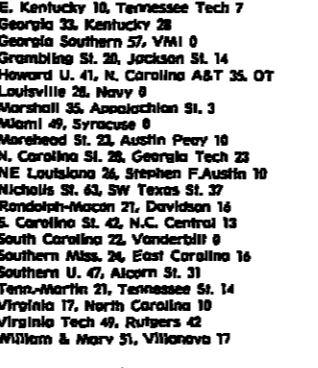
PEANUTS



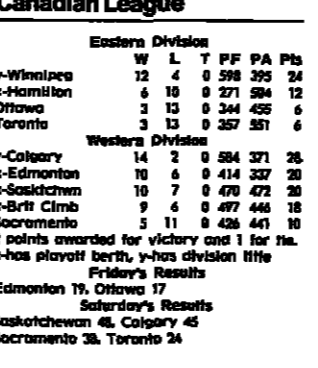
BLONDIE



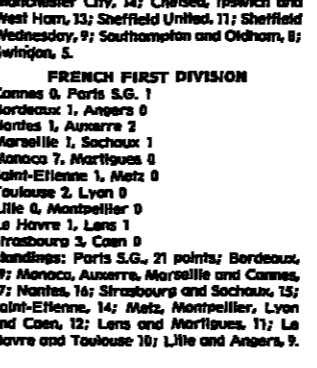
BEETLE BAILEY



DOONESBURY



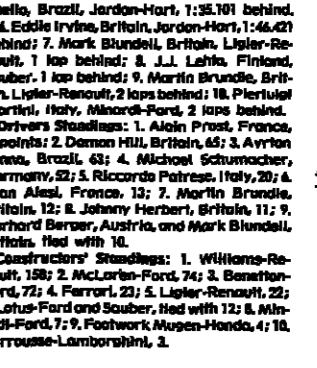
CALVIN AND HOBBES



WIZARD of ID



REX MORGAN



JUMBLE

A word game section titled 'JUMBLE' with a grid of letters and instructions: 'Use the letters in the grid to form words. The best part of the theater.' Below the grid are words: LISTOC, MYSILF, TANIED.

TRONAB

A word game section titled 'TRONAB' with a grid of letters and instructions: 'Use the letters in the grid to form words. The best part of the theater.' Below the grid are words: LISTOC, MYSILF, TANIED.

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كسوة من الأصيل

MONDAY SPORTS

Series Game 6

Table with 5 columns: Player, AB, R, H, RBI, Avg. Lists stats for Philadelphia and Toronto players.

On a when winning run scored. (PH) sacrifice fly by M. Thompson in the 7th. (TOR) error by Olerud in the 8th.

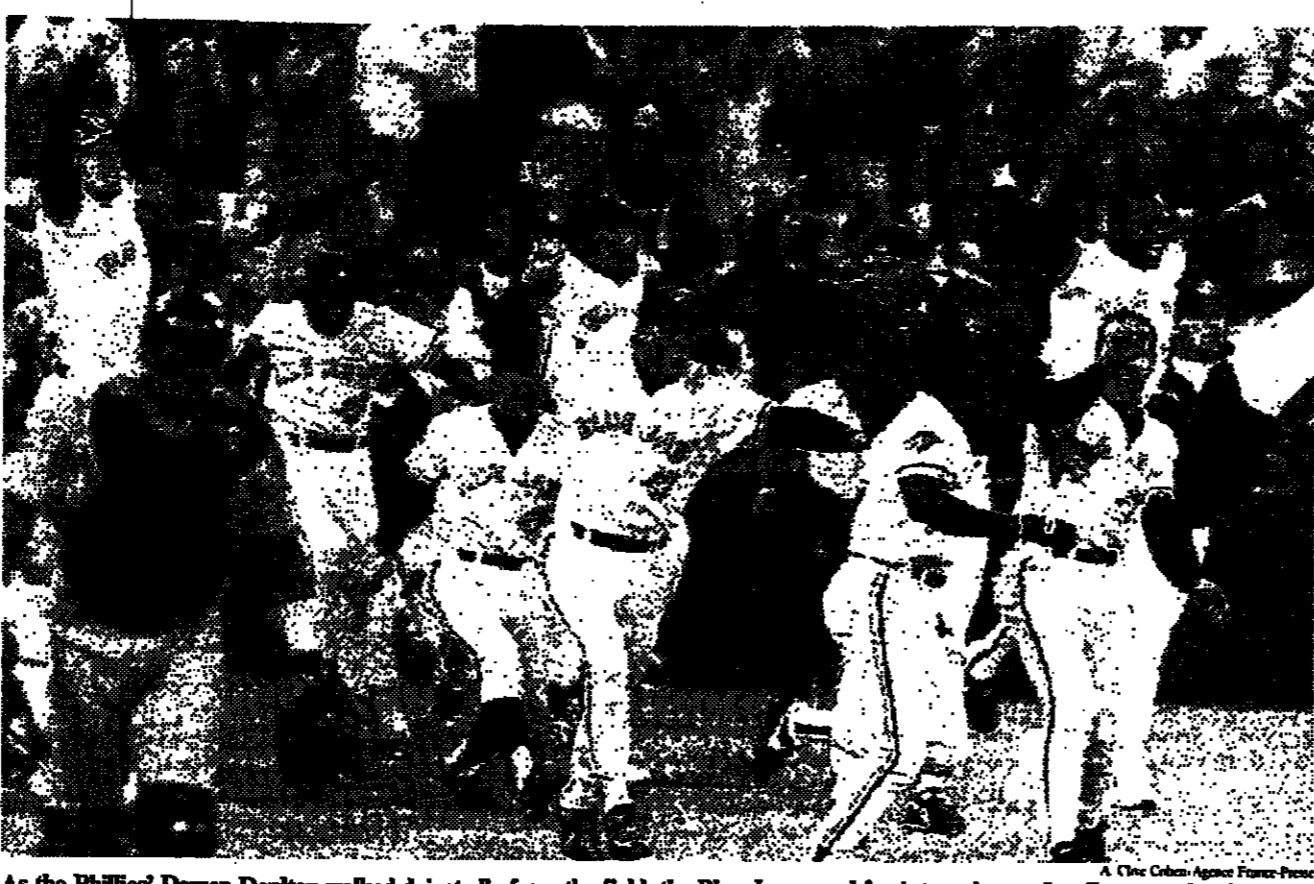
BATTING SUMMARY. Table with 5 columns: Player, AB, R, H, RBI, Avg. Lists batting performance for both teams.

PITCHING SUMMARY. Table with 5 columns: Player, IP, H, R, ER, BB, SO, ERA. Lists pitching performance for both teams.

FIELDING SUMMARY. Table with 5 columns: Player, Inn, PO, A, E, DP. Lists fielding performance for both teams.

For investment information read THE MONEY REPORT every Saturday in the IHT

Jays Win the Series on Carter's 3-Run Homer in 9th



As the Phillies' Darren Daulton walked dejectedly from the field, the Blue Jays raced forth to welcome Joe Carter at the plate.

Dramatic Drive Erases Phillies' Comeback

By Mark Maske Washington Post Service TORONTO — With one of the most dramatic swings of a bat in World Series history, the Toronto Blue Jays became major league baseball's first repeat champions in 15 years.

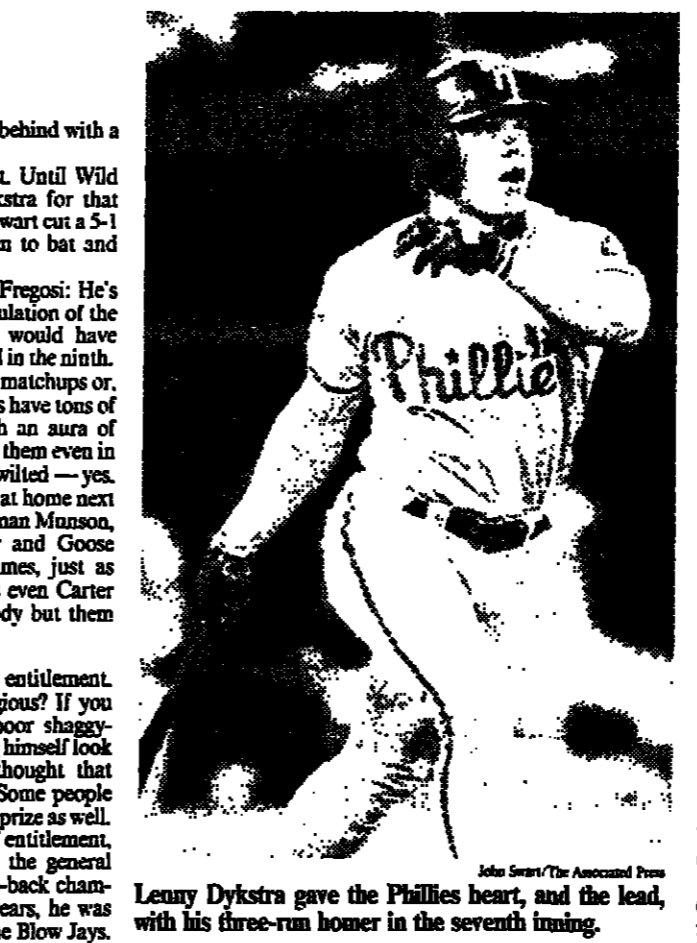
Postseason Scoreboard. Table with 3 columns: Game, Winner, Score. Lists results of previous playoff games.

However, the Phillies' leadoff man... Being the Phillies, they naturally had to survive some anxious moments from their relief pitching in the eighth.

The Sense of Entitlement

By Thomas Boswell Washington Post Service TORONTO — Oh, not to be Mitch Williams, now that winter's here. For the rest of us, it's still autumn. But winter came early for Wild Thing.

your own park? Simple. Come from four runs behind with a five-run seventh in their own park.



Lenny Dykstra gave the Phillies heart, and the lead, with his three-run homer in the seventh inning.

shot that won Game 7 for the Pittsburgh Pirates against the New York Yankees in 1960. Ralph Terry surrendered that home run, which gave the Pirates a 10-9 victory.

Vantage Point. In Philadelphia, they will tell you that this Series was indeed, decided in six games and that, with any normal semblance of a championship relief closer, the Phillies won.

MA YBE NOTHING BEATS a sense of entitlement. Can it be taught? Is it, perhaps, contagious? If you watched the Blue Jays rallying against the poor shaggy-haired thing...

"He had hit four homers in the Series and now has 10 postseason home runs, the most among active players.

SIDELINES

Raintrap Wins St. Leger Horse Race PARIS (Reuters) — Raintrap, owned by Khalid Abdullah and ridden by Pat Eddery, edged out English raiders Mashaallah and Sonus in a tight finish Sunday to the St. Leger horse racing classic at Longchamp.

Senna Edges Prost in Japan, Then Punches British Driver Senna took advantage of Prost's lengthy pit stop during a sudden downturn to defeat the retiring Frenchman by 11.435 seconds before 151,000 Japanese fans at the Suzuka circuit.

na, who was forced by tire wear to make an early pit stop. The rain forced Prost to enter the pit for special tires after the 21st lap, and the pit stop took about 20 seconds when Prost was delayed in leaving by the arrival of Hakkinen.

Swallows Up, 2-0, in Japan Shinji Hata hit a two-run single against Taiwanese pitcher Kuo Tai-yuan in a three-run third inning Sunday as the Yakult Swallows beat the Seibu Lions 5-2.

Chang Wins First China Tournament

BEIJING (AP) — Michael Chang, pumped up by an enthusiastic Chinese crowd, outscored hard-serving Greg Knesedki of Canada for a 7-6(7-5), 6-7(6-5), 6-4 victory Sunday in the Salsen Open, China's first ATP professional tennis tournament.

For the Record Budapest will host the 1998 European athletics championships, the European Athletics Association announced Sunday. Two other candidates, Paris and Athens, dropped out before the final vote.

Eric Dickerson, the second-leading rusher in NFL history, formally announced his retirement. William Sullivan, the former owner of the New England Patriots, was awarded \$114 million by a jury in Boston that agreed with his claim that the NFL effectively forced him to sell the team.

Steve Robertson of Wales retained his WBO featherweight title in Cardiff with a unanimous decision over Colin McMillan of England.

INTERNATIONAL CLASSIFIED. (Continued From Page 6) BELGRAVIA ORCHIDS, BELLE EPOCH, MERCEDES, ESCORTS & GUIDES, GENEVA * PARIS, MISS GENEVA * 346.00 89, LONDON BRAZILIAN, CHOC OF MAYFAIR, BELGRAVIA ORCHIDS, BELLE EPOCH, MERCEDES, ESCORTS & GUIDES, GENEVA * PARIS, MISS GENEVA * 346.00 89, LONDON BRAZILIAN, CHOC OF MAYFAIR.

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The French Love Affair With 'La Pub'

International Herald Tribune

PARIS — Each Sunday night, between 1.5 million and 2 million French men and women watch a television program which is not only preceded, followed and interrupted by commercials but is about commercials. The program is called "Culture Pub."

MARY BLUME

a vulgar buyer but a critic, a selector. While a 1989 survey showed that the French were not wild about advertising, as such (76 percent viewed it favorably), they appreciate the profession of publicists (it placed third in the same survey) and enjoy individual ads, seeing themselves as judges of aesthetic performance rather than as members of a manipulated market.

New ads are discussed in papers and magazines as if they were books or films. For 12 years, at the annual Nuit des Publicités, fans have gorged on nightlong screenings of up to 500 interrupted commercials. Moviegoers watch the 30-minute ad sequence that precedes most films with as much attention as the feature that follows it and wouldn't dream of coming late enough to avoid it.

An adman named Jacques Seguela became a national pundit when he did *la pub* for François Mitterrand's presidential campaign and another adman, Jean-Paul Goude, was chosen to produce the parade that celebrated the bicentenary of the French revolution.

The French government owns 40 percent of a major ad agency (and used to own all of it), and in ad language such words as transsexualism are easily flung about, no surprise when *la pub* has been studied by such philosophers as Barthes and Baudrillard.

So why not "Culture Pub," especially as it offers 26 slick and informative minutes of ads commented on by Christian Blachas, a longtime advertising hand who wears pale clothes and verges on the surly, and ex-journalist Anne Magnien, who dresses dark and talks bright. It's good viewing and it's culture.

Their use of the word culture should not seem pompous, Blachas says. "It means lifestyle or reflection of our lives." The program began in 1987 as a monthly called "Ondes de Choc," or Shock Waves.

Blachas owns a publishing and consulting company and the pair's production company puts out not only "Culture Pub" but "Culture Rock" on another channel. They sold "Culture Pub" without too much difficulty to France's newest commercial station, M6.

The president of M6 thought a program about advertising might attract advertisers, Blachas says, "and we thought that with a program as specific as ours we could get a wide base."

The mid-program commercial break has become a showcase. "Advertisers often like to use it to launch a new campaign," says the program's editor in chief, Vladimir Donn.

"Culture Pub" analyzes, with good graphics, a



Advertising specialists Christian Blachas and Anne Magnien: They comment on new ads on M6's program "Culture Pub."

rapid pace and a maximum of sass, new campaigns and also takes on such themes as the use of music in commercials, advertising in Quebec, current strategies to cash in on the disposable income of senior citizens, the ghastly American trend to "infomercials," the different ways in which the same soap powder is marketed across the world, and how India circumvented prudish censorship in its commercial for Yankes Doodle Ice Cream.

Savvy and often sardonic, "Culture Pub" appeals to the French view of themselves as critics, not targets. As far as the team knows, there is no comparable television in other countries.

"We don't only talk about *la pub*," Magnien says. "We speak a lot about television programming and about other media." Among the themes they are working on is how wars are marketed to the public.

"For example, how American public opinion was formed to accept intervention in Somalia," Magnien says. "Why Yugoslavia and why not Angola?"

The team had just finished filming the Nov. 7 program on ads for the privatization of state-controlled companies, which they regard as one of France's main themes right now. For comparative purposes they showed the British campaign for water privatization and ads from an earlier wave of privatization in France during the first night-left cohabitation of 1987.

"The English water campaign is humorous, we don't know yet how to be funny about privatization," Blachas says. He does see an improvement since 1987: the first bank to be privatized then simply showed a massive door opening to the strains of "The Magic Flute."

The French are less constantly assailed by ads than Americans, the approach is more aesthetic than hard sell. There are taboos: no mention of death (which makes life insurance commercials a problem) or of money (American-style commercials showing lottery winners would be unthinkable). There is more nudity in French ads and much promotion for men's underpants.

"Another taboo is politicians, you cannot use them in ads or mock them," Donn says. "On the other hand, the English and Germans have done some very funny political ads." In general, Blachas says, the French do not like to face reality in their commercials: "Even with AIDS they didn't show the reality of things."

The "Culture Pub" team likes American ads for Levi's and Little Caesar Pizzas, admires British humor and finds Japan commercials much improved. Right now, they say, the liveliest ads are coming from northern Europe, with Holland, Norway and Denmark getting high marks.

One favorite feature on "Culture Pub" is the advertising history of certain brands such as the French breakfast drink Banania or Jell-O, a product happily unknown here. They also show a good number of old commercials, such as the one Agnès Varda made for Tupperware in the '70s in the style of her husband's film, "The Umbrellas of Cherbourg."

"People feel nostalgic about some commercials," Blachas says, and then produces the classic reference of French cultural respectability. "Commercials," he says, "are the madeleine of Proust."

LANGUAGE

In Fashion, Living on the Edge

By William Safire

WASHINGTON — At the Pentagon, the vogue word is *win-win*, the strategy of being able to fight two nonmilitary wars at the same time. This supplanted the "win-hold-win" strategy, designed to hold one war on a back burner until the other war is won, then to win the first one. These locutions are based on the "no win" derogation of strategy of a generation ago, which in turn was antedated by a slick "no lose" bet by gamblers.

In academe, the vogue word is *damning*. A professor may be *intimidated, cowed, appalled or even spooked* by the lengthy work of a colleague (which is what a co-worker is always called), but the only term to use this year is the present participle of *damn* (rooted in the Latin for "name"), as in "The subject is *damning*."

In politics, *feckless* is still in vogue — the *feck* has the same root as the middle of *ineffective* — though we've been getting a nice run of *parious* lately (better dangerous than feckless). *Seemless* is in, too, meaning "smooth," as in "a seamless integration of the condition on the ground."

In music, Thomas J. Famularo signs on with the vogue use of *signature*. Recent New York Times articles have commented on the musician Billy Joel "with his piano adding a personal signature" and a revival of the musical "On the Town," with "that exuberant signature love song to a town: 'New York, New York.'"

What are the words in fashion in fashion? More than anywhere, that is the field in which *same-old-same-old* — the vogue derogation of anything un-new on campus — is to be avoided. *Life in the fast lane* is for sloppies; *to live on the cutting edge* has been cut to *living on the edge*. People in the fashion world (which, to their credit, they don't call "the fashion community") wouldn't be caught dead using a word like *seamless* (which originated in the leg community), because the trend is toward taking metaphors from the anti-fashion world.

The linguistic question in fashion is: Have we come at last to the *post-grunge* era? *Grunge* is a 1960s adjective defined by Robert K. Barnhart in his etymological dictionary as "bad, inferior or ugly," perhaps a blend of *grubby* and *dingy*. It was back-formed into the noun *grunge* by rock musicians in Seattle like Nirvana and Pearl Jam in the late '80s to express their anomic-toxicism. In Britain, also afflicted with punk rock, the discordance was translated into clothing: hoolah boots and baggy knits soon appeared on the catwalks of couture, the carefully designed sloppiness racing against the genuine anti-fashion statements of the youth culture. For a time, as the mass culture followed the elite culture following the grunge-rock subculture, frumpiness was next to godliness.

Hegelian antithesis followed. When Donna Karan held her Family of Grunge show in New York this year, Cathy Horyn of The Washington Post wrote: "In the general drop of things, sweaters withered from shoulders, sweat pants slid from waists. . . . Nothing new, and one suspects that grunge is already over and out."

We now have *anti-grunge* and *counter-grunge* — presumably to label any outfit whose components match — and the reaction to *geek chic*. Italian design-

ers "have opted for a safe — just on this side of drab — style for the coming fall and winter," writes Daniela Petroff of The Associated Press, suggesting that the winter woman would wear tattered jeans under a subtle coat in an exhibition of *drunge*: "midway between a dandy and a grunge."

With less boning than hawing, the lexicographer David K. Barnhart has been tracking such new fashion terms as *indie-rock look, street and fade*. As a synonym for *grunge look*, the phrase *indie-rock look* points to the flannel shirts of independent rock musicians. *Street* means "appropriate for a street-smart person," according to the Barnhart Dictionary Companion, and *fade* is a man's hair style with the hair on the side of the head very closely cut.

Swerving out of the sluggish fast lane and right out to the edge, this department called Alice Morgaine, editor of Jardin des Modes in Paris, for her update on *les mots justes* for this fall. Last year, a key French word was *godolito*, for heavy army boots. Her husband, the author Daniel Morgaine, adds that the fashion word had a double meaning, having been the nickname of followers of General de Gaulle.

The *godolito* were accompanied by *le n'importe quoi*, "the anything goes look," in which the rule has been to mix, but not match: long with short, lace or velvet with denim, the patchwork ambience of the confused janitor.

Now, reports Madame Morgaine, Europeans have *la mode réfléchie* — "the thoughtful, reflective look," the opposite of a slapdash or impulsive appearance, in which frugal buyers invest in clothing that helps them on several different occasions.

How to praise the new fashions? Glamour magazine's long-running fashion feature — *Dos and Don'ts* — promotes *do* and *don't* as nouns for good and bad styles. Neopuritans may be giving thanks next month for the return of the *Pilgrim look*, part of the trend toward religious motifs that has secular women picking up nuns' habits. Alison Moore commented recently in The New York Times Magazine, "Imagine how amazed the Pilgrims would be to discover, three centuries later, that their starched white collars and simple black robes were the height of fashion for fall 1993."

My favorite current fashion locution is *all-American*, snatched with great panache from everyday life. You know those half-automated carwash emporia that advertise an "all-chill wash," where machines jiggle gloopy lengths of wet chamois against your car as you ride through? I always feel, as those flat fingers of sodden material slop heavily against my windshield, that I am experiencing virtual reality inside a giant's lower intestine. At any rate, lengths of material hanging from the rails, looking like a slit skirt produced by a designer who couldn't stop sitting, now go by the name of a *carwash skirt*. Fashion has a future.

New York Times Service

INTERNATIONAL CLASSIFIED

Appears on Page 6

WEATHER

Forecast for Tuesday through Thursday, as provided by Accu-Weather.

Table with weather forecasts for Europe, including cities like London, Paris, and Rome, with columns for High, Low, and Wind.



Table with weather forecasts for Asia, including cities like Bangkok, Hong Kong, and Seoul, with columns for High, Low, and Wind.

Table with weather forecasts for Africa, including cities like Algiers, Cape Town, and Johannesburg, with columns for High, Low, and Wind.

Table with weather forecasts for North America, including cities like New York, Los Angeles, and Chicago, with columns for High, Low, and Wind.

Table with weather forecasts for Latin America, including cities like Buenos Aires, Lima, and Santiago, with columns for High, Low, and Wind.

Table with weather forecasts for Oceania, including cities like Auckland and Sydney, with columns for High, Low, and Wind.

CROSSWORD

Crossword puzzle grid with clues for Across and Down. Includes a solution for the puzzle of Oct. 22.

"I wonder if the little guy had fun today?"



Sharing the day's events with loved ones back in the States has never been easier. Whenever you're away, simply dial the AT&T access number of the country you're calling from and an English-speaking AT&T Operator or voice prompt will put you through in seconds.

AT&T Access Numbers

Table listing AT&T access numbers for various countries, including Andorra, Armenia, Austria, Bahrain, Belgium, Bulgaria, Cape Verde Islands, Croatia, Cyprus, Czech Rep., Denmark, Egypt (Cairo), Ethiopia, Finland, France, Gabon, Gambia, Germany, Ghana, Gibraltar, Greece, Hungary, Iceland, Ireland, Israel, Italy, Ivory Coast, Kenya, Kuwait, Lebanon, Liberia, Liechtenstein, Lithuania, Luxembourg, Maldives, Malta, Monaco, Netherlands, Nigeria, Norway, Poland, Portugal, Romania, Russia (Moscow), San Marino, Saudi Arabia, Sierra Leone, Slovakia, Spain, Sweden, Switzerland, Turkey, Uganda, U.A.R. Arab Emirates, UK, Yemen, Zambia, and Zimbabwe.

سكوا من الاصل